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California Polytechnic State University

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FOR IMMEDIATE RELEASE

**Cal Poly Graphic Communication Student Group Scores Big
in International Research Competition**

Cal Poly's student chapter of the Technical Association of the Graphic Arts (TAGA), a student organization of the Graphic Communication Department, won two first-place awards and one second-place award at an international research competition in Ashville, N.C.

The team competed against student chapters from the United States, France and Russia for the best research paper, the best electronic journal and the best overall journal written and produced by students. The competition took place as part of a professional conference sponsored by TAGA, which has approximately 25 student chapters in the United States and abroad.

This year, Cal Poly's chapter took first place for the best research paper, first place for the best electronic journal, and second place for the best overall printed journal, walking away with prizes totaling \$2,250.

The title for Cal Poly's student journal was "TAGA Cool Cats 2002" featuring a '50s theme and displaying pop-up graphics. The winning paper, by Graphic Communication students Kathleen Edwards and Kris Fininen, was titled "Evaluation and Comparison of Common Methods Used to Measure Special Colors."

Edwards presented the paper at the conference, which was attended by some of the leading researchers, scientists and technologists in the graphic communication field.

The winning students in the non-print journal category produced a CD-ROM on which they discussed their research and demonstrated the production of their journal to the background of '50s music. A PDF version of the printed journal was also included on the CD-ROM.

Among the other universities participating in the competition were Clemson University, Western Michigan University, the University of Wisconsin-Stout, the Rochester Institute of Technology, Moscow State University (Moscow, Russia), and EFPG (Grenoble, France).

"These annual competitions are stiff and highly competitive," said Harvey Levenson, head of Cal Poly's Graphic Communication Department and advisor to the TAGA student chapter. "Students spend all year preparing their research and producing their journal. It is probably the most competitive student academic competition in all of graphic arts education. Cal Poly's chapter traditionally fares very well. This is the second year in a row that our students took first place for the best electronic non-print journal."

Kellee Rasor, this year's TAGA chapter president agreed. "The opportunity to make an entire book from start to finish is the best way to learn the publishing process."

Twelve students from Cal Poly traveled to Ashville to attend the four-day conference, where they heard papers presented by leading researchers in the field.

Cal Poly's Graphic Communication Department is one of the largest in the nation and the only program of its kind in the western United States. The department offers a Bachelor of Science degree in graphic communication with concentrations in printing and imaging management, electronic publishing and imaging, design reproduction technology, and individualized study in graphic communication.

Cal Poly's TAGA student chapter, formed in 1984, was the founding student chapter of the Technical Association of the Graphic Arts.

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(NOTE TO EDITORS: For an electronic image of Kellee Rasor, president of the Cal Poly student chapter of TAGA, and the winning journal, please contact Jo Ann Lloyd at (805) 756-1511 or jlloyd@calpoly.edu.)

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